



"In many areas we haven't seen great growth. We keep thinking that Smart Sites and technology will help and all these things will help. But I will work extremely hard to help the counties solve their problems."

**Governor
Olene Walker**

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Getting To

Technology and Rural Utah: Don't Tell Us It Can't Be Done!

Some said, "Wait and see. Members of low income rural families will never take technology courses." Others scoffed, "The only way you can train rural people is in a classroom. These self paced computer courses just don't work."



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DEPARTMENT OF WORKFORCE SERVICES



Utah's Job Connection

Southern Utah University's Center for Rural Life just announced the results of a six week demonstration project targeted on rural Utahns from low income families with children. Individuals from these families received computer training using self-paced courses taken over the Internet. Funding was provided through a Targeted Assistance for Needy Families grant from the Utah Department of Workforce Services. LearnKey, a St. George eLearning firm, provided the courses through their OnLine Expert product. Ten rural Utah Smart Sites delivered the training in local communities. Over 200 individuals from low income families completed courses with an average passing score of 87%! The story of two students provide a humbling and inspiring testimony to the success of the project:

"They are the parents of 11 children half of whom still live at home. He is a farmer who hurt his shoulder working, which made it really difficult for him to do his job. The years of physical work are starting to take a toll on his body, yet he still has to support his family. He came through the program so he can get an office job, support his family and protect his body. He left, thanking me for helping him further his life and career."

"My father passed away in August after being bed ridden for nearly 13 years. During that time my mother couldn't work as she had to be at his side taking care of him. But since his passing, she is now being thrown back into the job market to provide for my three younger sisters who are still at home. She has been out of the job market for so long, she knew nothing about computers. Because of the courses she took, she is going to have the skills necessary to be an Elementary School Librarian or a Tutor. This job will be perfect for her and will give her good benefits. Without the computer classes, she wouldn't qualify for these positions. She, and I, are truly grateful for the opportunity."

Know Us



Les Prall

Les Prall joined the Utah Division of Business and Economic Development in 1988. Currently, he is the Marketing Director for the Utah Smart Site Program. He received a BA degree in Economics from the University of Utah. Prior to joining DBED, Les worked for the South-eastern Utah Association of Governments where he headed the organization's economic development efforts and provided rural towns with planning assistance. Les also worked in real estate sales and development and managed a real estate publication. While with DBED, Les also worked for several years as a corporate recruiter. Additional assignments include serving as DBED's liaison with the Department of Environmental Quality and administering the Recycling Market Development Zone Program.

DBED's Rural Team

Ed Meyer
Team Leader
(801) 538-8781

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Utah Smart Sites
(801) 538-8804

Bim Oliver

Rural Resource of the Month:

Online Expert Training- FREE!!!

For the next year, the Utah Smart Site Program is able to offer the same Learnkey Online Expert courses provided for the SUU demonstration project to anyone in a rural Utah community. The ten participating Smart Sites are not allowed to charge for the actual courses, many of which typically cost hundreds of dollars. With the exception of individuals from qualifying low income families, the Smart Sites may charge fees for processing applications and teaching participants how to access the courses. They may also charge students for optional services such as mentoring.



Your community may want to host courses for your citizens. One of the most popular offerings is a suite of courses including *Basic Computer*, *Understanding the Internet*, *Windows 2002 or XP* and *Understanding Your PC Maintenance and Repair*. Also popular were the Microsoft Office Suite courses include *Word*, *Excel*, *Powerpoint*, *Access* and *Outlook*. Advanced courses such as *Cisco*, *XML*, *Dreamweaver*, *ASP* and *JavaScript* are also available. Of interest to local Chambers of Commerce are numerous employee "soft skill" training courses such as *Calming Upset Customers*, *Telephone Courtesy*, *Team Building* and *Quality Customer Service*. You will find a full list of courses that are available at <http://smartsites.utah.gov>. If you are interested in taking a course, contact Ed Meyer at emeyer@utah.gov or Les Prall at lprall@utah.gov.

Chasing Federal Dollars

Contract Opportunities By Email

Rural job growth is limited unless rural businesses learn to look beyond their counties and even beyond their state, for opportunities. In addition, opportunities exist with the state and federal agencies already located in our rural communities. DBED's Utah Procurement Technical Assistance Center (PTAC) maintains a Computerized Bid Notification System (CBNS) that matches company capabilities, interests, products, and services with government bid opportunities. They can even arrange for a business to receive notification of most opportunities by email. Available information includes:

- **Federal Business Opportunities (FedBizOps)** - A listing of

*Main Street Program
(801) 538-8638*

*Richard Leyba
B2B/Rural BEAR
(801) 538-8651*

Other DBED Staff With Rural Duties

*Carey Wold
PTAC Rural 8(a) Specialist
(801) 538-8858*

*Jonnie Wilkinson
Enterprise Zones
(801) 538-8782*

Also On Our Team

*Utah Center for Rural Life
(435) 586-5418*

*Utah Rural Development
Council
(435) 586-7852*

*Logan SBDC
(435) 797-2277*

*Uintah Basin SBDC/PTAC
(435) 789-6100
(435) 722-2294*

*Price SBDC/PTAC
(435) 637-7336*

*Moab SBDC
(435) 259-3622*

*San Juan County SBDC
(435) 678-2201 Ext. 102*

*Dixie Alliance SBDC/PTAC
(435) 652-7741
(435) 652-7751*

*Cedar City SBDC/PTAC
(435) 586-5400*

*6 County AOG PTAC
(435) 896-9222*

*Bear River AOG PTAC
(435) 752-7242*

We're on the Web!

<http://dced.utah.gov>

proposed federal government procurement actions over \$25,000 in value as well as contract awards over \$25,000 that may represent subcontracting opportunities

- **DLA Bids** – Small dollar purchases (under \$25,000) of commodities for various Department of Defense agencies initiated by the six (6) Defense Logistics Agency Buying Centers
- **Federal Acquisition Computer Network (FACNET)** - Purchasing actions initiated by federal agencies for goods and services being accomplished through Electronic Data Interchange (EDI)
- **USABID** – Procurement leads from many state and local government agency Internet websites
- **Construction Leads** – A comprehensive database of construction projects available for bidding in the Intermountain region.
- **Foreign Trade Opportunities** - Database of foreign business opportunities reported through the Department of Commerce's TOPS network by the various U.S. consulates throughout the world.

DBED funds Regional Procurement Technical Assistance Centers throughout rural Utah who can help your businesses sign up for this service. Detailed contact information about your regional PTAC is available at <http://dced.utah.gov/procure/regionalofcs.html>. Brief contact information is available in the left column of this newsletter. For more information, contact your local center or Ron Spindler at rspindler@utah.gov.

Business To Business (B2B):

It Pays To Trash Your Local Businesses

Wait a minute! This doesn't sound right...but we really mean it. Some of your local businesses may qualify for state tax credits if they recycle their trash. Here's an example of how it might work. Let's say a rural sawmill saves its waste trimmings for a company who grinds the trimmings into a bedding material. The bedding material is sold to turkey ranchers who use it in their turkey coops. Periodically they clean out the turkey coops and haul the disgusting mixture to another company where it is composted and sold to garden centers as garden fertilizer. The sawmill, the bedding material company, the turkey rancher, the fertilizer manufacturer and the garden center would each earn tax credits for the new equipment and machinery purchased to facilitate the recycling process as well as a small tax credit to help defray the related operating expenses. The tax credit would apply to the machinery and equipment located permanently on the business site as well as to the equipment used to transport the recycled goods and materials.

The Utah Recycling Market Development Zone Program applies to almost any business that creates or uses waste that otherwise would have gone to a landfill. If you look around, you will find businesses in your community who are producing or using recycled paper, plastic or steel. There are meat processing plants whose waste is used in animal feeds and coal mines whose fly ash could be used in cinder blocks.

For your businesses to apply, the community must apply for and be designated as a Utah Recycling Market Development Zone. For information about how to obtain this designation, contact Les Prall at lprall@utah.gov or Brad Mertz from the Recycling Coalition of Utah at recyclebrad@msn.com. More detailed information about the tax credits and the overall program is

available at <http://dced.utah.gov/incentives/recycling.html>.

So take a few minutes to be creative and figure out the best way to "trash your local businesses".

Rural On The Hill:

Proposed Changes to Aerospace and Aviation Development Zone Act Would Help Rural Utah

One of the most exciting economic development bills passed by the 2003 Utah State Legislature was the Aerospace and Aviation Development Zone Act. This legislation allows the Utah Department of Community and Economic Development to approve zones around airports where aerospace and aviation firms could earn rebates of 50% of the state revenues they generate in any year. (30% over the life of the project). These revenues would include sales tax, income tax, and corporate franchise and income tax. Zones can only be created at airports with manned air traffic control tower. This last restriction will sunset on July 1, 2006 unless the Legislature chooses to extend it for an additional period.

While this legislation is a powerful economic development tool, it has no value for rural Utah until the control tower restriction is lifted. Delynn Fielding, the Carbon County Economic Development Director, is working with rural legislators to introduce legislation that would eliminate this restriction effective July 1, 2003. For more information, contact him directly at:

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If You Missed Us...

If you missed a past issue of the Rural BEAR Newsletter, every exciting article is now posted online at http://smartsites.utah.gov/rural_bear_news.html.

Utah!
Where ideas connect